



KNXV

**KNXV-TV  
PHOENIX****ORDER**

Flight Dates 07/24/12-08/01/12

Contract / Revision 304765 / Wil Cardon for Senate 2012

Original Date / Revision 07/31/12 07/31/12  
Agency Com 15%

Billing Contact

Advertiser Cardon / Republican / Senat

PO Box 288  
Alexandria, VA 22313

Agency Media Placement Technolog

Buying Contact

500 N Washington Street - Suite #31  
Alexandria, VA 22314

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # TV: 07240730 :15's

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-3

Advertiser Ref

Primary Account Executive

Dave Lombardo

Account Executive Order% Start Date End Date

Dave Lombardo 100%

Tanya Winscott %

Order Share % Market Value

Competing Station % of Order Amount

CABLE	%
KASW	%
KDRX	%
KPHO	%
KPNX	%
KPPX	%
KSAZ	%
KTVK	%
KTVW	%
KUSK	%
KUTP	%
UNKWN	100%

**Order Totals****Billing Plan**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
July 2012	24	\$11,262.50	\$13,250.00	0.00	06/25/12	07/29/12	24	\$11,262.50	\$13,250.00
August 2012	5	\$1,593.75	\$1,875.00	0.00	07/30/12	08/01/12	5	\$1,593.75	\$1,875.00
<b>Totals</b>	<b>29</b>	<b>\$12,856.25</b>	<b>\$15,125.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	KNXV	07/24/12	07/30/12	M-F 6-7am M-F 6-7am	CM	6am-7am	1111---	:15/:15	4	\$225.00	P-3	0.00	BK	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 07/23/12	07/29/12	-111---		3		\$225.00		0.00					
		Week: 07/30/12	08/05/12	1-----		1		\$225.00		0.00					
2	KNXV	07/24/12	07/30/12	M-F 7-9am M-F 7-9am	CM	7am-9am	111-1--	:15/:15	4	\$225.00	P-3	0.00	BK	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					



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Print Date: 07/31/12

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**KNXV-TV  
PHOENIX**

Contract / Revision 304765 Flight Dates 07/24/12-08/01/12

Hiatus Dates

Original Date / Revision 07/31/12/ 07/31/12

Order Sep 00:20:00

Advertiser Cardon / Republican / Sena Product Wil Cardon for Senate 2012 Estimate # TV: 07240730 :15's

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
2	KNXV	07/24/12	07/30/12	M-F 7-9am M-F 7-9am	CM	7am-9am	111-1--	:15/:15	4	\$225.00	P-3	0.00	BK	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	-11-1--		3				\$225.00		0.00			
		Week: 07/30/12	08/05/12	1-----		1				\$225.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
4	KNXV	07/30/12-08/05/12		M-F 7-9am		7am-9am	M-----	:15/:15		<del>(\$225.00)</del>		0.00	BK		
		See MG 2.5													
5	KNXV	07/31/12-08/01/12		M-F 7-9am		7am-9am	-TW-----	:15/:15		\$225.00		0.00	BK		
		Ⓜ MG for 2.4 07/30													
3	KNXV	07/28/12	07/28/12	Sa 6-7am GMA Sa 6-7am Good Morning ,	CM	6am-7am	-----S-	:15/:15	1	\$75.00	P-6	0.00	BK	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	-----S-		1				\$75.00		0.00			
4	KNXV	07/29/12	07/29/12	Su 6-7am GMA Su 6-7am Good Morning ,	CM	6am-7am	-----S	:15/:15	1	\$75.00	P-6	0.00	BK	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	-----S		1				\$75.00		0.00			
5	KNXV	07/25/12	07/30/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	1-1-1--	:15/:15	3	\$450.00	P-3	0.00	BK	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	--1-1--		2				\$450.00		0.00			
		Week: 07/30/12	08/05/12	1-----		1				\$450.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	KNXV	07/30/12-08/05/12		M-F 5pm-530pm		5pm-530pm	M-----	:15/:15		<del>(\$450.00)</del>		0.00	BK		
		See MG 5.4													
4	KNXV	07/31/12-08/01/12		M-F 5pm-530pm		5pm-530pm	-TW-----	:15/:15		\$450.00		0.00	BK		
		Ⓜ MG for 5.3 07/30													
6	KNXV	07/24/12	07/27/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	-1-11--	:15/:15	3	\$450.00	P-3	0.00	BK	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	-1-11--		3				\$450.00		0.00			
7	KNXV	07/28/12	07/28/12	Sa 6pm News SA 6pm-630p	CM	6pm-630p	-----S-	:15/:15	1	\$250.00	P-3	0.00	BK	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	-----S-		1				\$250.00		0.00			
8	KNXV	07/29/12	07/29/12	Su 5pm News SU 5pm-530pm News	CM	5pm-530pm	-----S	:15/:15	1	\$250.00	P-3	0.00	BK	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	-----S		1				\$250.00		0.00			
9	KNXV	07/24/12	07/30/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	11-1---	:15/:15	3	\$750.00	P-3	0.00	BK	3	\$2,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	-1-1---		2				\$700.00		0.00			
		Week: 07/30/12	08/05/12	1-----		1				\$750.00		0.00			
10	KNXV	07/27/12	07/27/12	Friday 8-10pm Friday 8-10pm	CM	8-10pm	----F--	:15/:15	1	\$3,000.00	P-3	0.00	BK	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/23/12	07/29/12	----F--		1				\$3,000.00		0.00			
11	KNXV	07/27/12	07/27/12	Friday 8-10pm Friday 8-10pm	CM	8-10pm	----F--	:15/:15	1	\$3,000.00	P-3	0.00	BK	1	\$3,000.00



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**KNXV-TV  
PHOENIX**Contract / Revision **304765** Flight Dates **07/24/12-08/01/12**

Hiatus Dates

Original Date / Revision 07/31/12/ 07/31/12

Order Sep 00:20:00

Advertiser **Cardon / Republican / Sena** Product **Wil Cardon for Senate 2012** Estimate # **TV: 07240730 :15's**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
11	KNXV	07/27/12	07/27/12	Friday 8-10pm Friday 8-10pm	CM	8-10pm	----F--	:15/:15	1	\$3,000.00	P-3	0.00 BK	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	----F--			1		\$3,000.00		0.00			
E 12	KNXV	07/29/12	07/29/12	Sunday Prime A AFHV	CM	6pm-7pm	-----S	:15/:15	1	\$2,000.00	P-3	0.00 BK	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	-----S			1		\$2,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	KNXV	07/23/12-07/29/12		Sunday Prime A		6pm-7pm	-----Su	:15/:15		<del>(\$2,000.00)</del>		0.00 BK		
Credited [Credit. Buyer did not respond to MG offer in time.]														
13	KNXV	07/24/12	07/30/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	11-1---	:15/:15	3	\$225.00	P-6	0.00 BK	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	-1-1---			2		\$225.00		0.00			
Week:		07/30/12	08/05/12	1-----			1		\$225.00		0.00			
14	KNXV	07/24/12	07/27/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	-TWTF--	:15/:15	1	\$700.00	P-3	0.00 BK	1	\$700.00
MG from order #304723														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	-TWTF--			1		\$700.00		0.00			
15	KNXV	07/24/12	07/27/12	M-F 7-9am M-F 7-9am	CM	7am-9am	-TWTF--	:15/:15	1	\$225.00	P-3	0.00 BK	1	\$225.00
MG from order #304723														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	-TWTF--			1		\$225.00		0.00			
16	KNXV	07/24/12	07/27/12	M-F 6-7am M-F 6-7am	CM	6am-7am	-TWTF--	:15/:15	1	\$225.00	P-3	0.00 BK	1	\$225.00
MG from order #304723														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	-TWTF--			1		\$225.00		0.00			
*Tax 1 Note: Tax 0.5%.													Totals	29 \$15,125.00